



K D F I Dallas | Fort Worth

QUARTERLY REPORT OF ISSUES & PROGRAMS

JULY 1 – SEPTEMBER 30, 2023

KDFI-TV DT 27

Serving the Public interest in the Dallas-Fort Worth Market



Ascertainment of Issues

KDFI Channel 27 provides information, education and communication resources to its viewers. The station works with the community to address issues and concerns raised by our viewers through their letters, emails and phone calls. We collect all correspondence as well as respond to phone calls in an effort to ensure we are providing the best service to viewers in our community.

KDFI Channel 27 sponsors community events and is involved with the lives of our viewers. We notify our audience of neighborhood events and other public happenings through airing numerous PSA's during the quarter to educate and inform the public (a list of PSA's and sponsorships that aired is below).

The following PSA campaigns were produced and aired on KDFI MORE 27

BACKPACK BOOSTERS

July 2023

Now in it's 15th year, the partnership between FOX 4 and Kroger helped raise over \$550,000 to benefit North Texas Schools with needed supplies. The stations provided coverage and produced PSAs featuring educators across the area touting the impact.



KOMEN RACE AWARENESS August-September 2023

Promoted registration for the two major walks in North Texas on September 30th and October 21. This year, our talent was joined by Tara Ward from Country station 99.5 THE WOLF.

SAFE 4 THE SUMMER**May-August 2023**

KDFW Meteorologist Kylie Capps and our Creative Services Department produced a series of PSAs focused on Lake Safety, Sunscreen use and other weather-related tips. We worked with the LV Project, a national organization devoted to buoyancy on the water and in life, to promote their “Honor Connor Run” in memory who lost his life on an area lake, in hopes to prevent further tragedies.

PLANO BALLOON FESTIVAL**September 21-24, 2023**

Now in our 24th year, we’ve been thrilled to support the four-day fun festival that drew an estimated 100,000 visitors to Oak Point Park.

**THE TEX FACTOR**

Every week, our original documentary series shines a light of community heroes and innovators. During the third quarter of 2023, subjects included how powered parachutes are able to deliver the gift of flight to a special needs boy, the legacy of John Wayne, and a local company reinventing sporting equipment.

OTHER SUPPORT/NATIONAL PSAs



TEXAS ASSOCIATION OF BROADCASTERS - Don't Mess with Texas, Don't Text & Drive, Art in Schools

CONCUSSION AWARENESS

NAB "WE ARE BROADCASTERS"

TEXAS FESH – support local growers

AFTER 8

STAND UP TO CANCER – August fundraiser

CAR SEAT SAFETY

ALZHEIMER'S ASSOCIATION

TEXAS TURN TO – Mental Health Awareness

HISPANIC HERITAGE MONTH (FOX)

KDFI – PSA SUPPORT

APRIL 2023 – 1,483 spots

MAY 2023 – 1,290 spots

JUNE 2023 – 1,004 spots

TOTAL KDFI – 3,777 spots

Adults 18+ impressions: 27,326,595

Total impressions (Adults 18+): 77,309,715



Weather and Amber Alerts

KDFI Channel 27 participated as a full partner with the broadcast community in broadcasting emergency information to the market, including Amber Alert and Severe Weather Warnings. Whether it be dangerous lightning, school closings or tornado warnings, KDFI Channel 27 provided timely communications to viewers. The 3rd Quarter brought with it one of the hottest summers on record for our area, with very little relief in the way of rain. However, storms did form on occasion, and those are highlighted below.

July 9, 2023	Beginning in the early morning hours, severe storms broke out over our viewing area. Because of this, KDFI Channel 27 provided continuing coverage of the events by running weather crawls and alerts throughout the entire event.
July 16, 2023	Severe activity exploded over our area during the late morning hours, continuing into the early afternoon. During this event, KDFI Channel 27 alerted our viewers constantly with weather crawls and warnings.
September 9, 2023	Severe weather with extreme winds began forming in the late evening hours and continued into the overnight hours. We ran weather crawls throughout this event to keep our viewers informed.



Informational Programs

Below is the list of educational and informational programming targeted to children 13-16, both core and non-core programming. Refer to the quarterly 398 for details:

“Elizabeth Stanton’s Great Big World” celebrates and explores the sights all over the world, and brings a better understanding about different ways of life.

“Animal Rescue” showcases spectacular rescues of all types of animals and focuses on the work of dedicated individuals who treat various creatures in the animal kingdom.

“Xploration: DIY Science” works toward the goal to inspire kids to become interested in STEM (science, technology, engineering and math), and ultimately pursue careers in these fields.

“Xploration: Second Chance Pets” Second Chance Pets inspires and educates anyone interested in animal science, engineering, and where the two intersect. Jim Alaimo, owner of My Pet's Brace, is one of the leading animal specialists in the world. Alaimo and his world-renowned team saved thousands of animals by creating on-of-a-kind prosthetics and braces that give them a "new leash on life."



KDFW FOX 4 NEWS AIRS ON CHANNEL 27



KDFI Channel 27 re-airs KDFW's FOX 4 NEWS at 5:00pm, 5:30pm and 6pm Monday through Friday from 7:00pm through 8:30pm.



Religious Programs

KDFI Channel 27 is proud to offer a variety of religious and faith-based programs to the entire market. Offerings throughout the week include:

THE 700 CLUB: (9:00am-10:00am Monday - Friday, 1 hour)

Television talk show dedicated to bringing uplifting stories, exciting guests, breaking news and much more from a Christian perspective.

DIVINE PLAN: (5:00am-5:30am Sunday, .5 hour)

A non-denominational Bible teaching program in the spirit of tolerance and good will toward all.

JOEL OSTEEN: (5:30am-6:00am Sunday, .5 hour, 8:00am-8:30am Sunday, .5 hour)

Popular minister Joel Osteen teaches Biblical principles in a simple way, emphasizing the power of love and a positive attitude.

PASTOR ROBERT MORRIS MINISTRIES: (6:00am-6:30am Sunday, .5 hour)

Pastor Morris teaches his congregation lessons of God's grace through the Bible and personal experiences.

ELEVATION WITH STEVEN FURTICK: (6:30am-7:00am Sunday, .5 hour)

Steven Furtick leads his congregation with uplifting songs, scripture readings and sermons, enlightening all to the ways and works of God.

ROBERT JEFFRESS: (7:00am-7:30am Sunday, .5 hour)

Pastor Robert Jeffress leads his congregation at First Baptist Church in Dallas each Sunday, teaching the word of God through Bible scriptures, stories and sermons, and shows ways to lead a daily life with God in it.

IN SEARCH MINISTRIES: (7:30am-8:00am Sunday, .5 hour)

Joining each other in that search for answers and exploring foundational questions about God is how we were designed, no matter what religion is practiced.

CHRISTIAN WORSHIP HOUR: (8:30am-9:00am Sunday, .5 hour. Last telecast date: 4/16/23.)

The Christian Worship Hour proclaims the Word of God simply and humbly in all its truth and purity, with special concern and compassion for the lost and with hope and encouragement for all believers.

ELEVATE LIFE CHURCH: (9:00am-9:30am Sunday, .5 hour)

Connecting the community of Dallas Christians by encouraging hope and commitment, friendship and spiritual growth through the word of the Lord.

IN TOUCH WITH CHARLES STANLEY: (9:30am-10:00am Sunday, .5 hour, 12:00pm-1:00pm Sunday, 1 hour. Last telecast date: 4/23/23)

Dr. Stanley preaches a weekly sermon on a variety of topics to better enrich your life and bring his viewers closer to the Lord.

JOHN ANKERBERG: (10:00am-10:30am Sunday, .5 hour.)

Each week, John presents contemporary spiritual issues and defends biblical/Christian answers. He teaches the ways of living a Christian life through online courses and encourages followers to embrace the Bible and its teachings.

RYAN BINKLEY: (10:30am-11:00am Sunday, .5 hour.)

Ryan Binkley leads his congregation to where one can find a true connection to God and others that is refreshing, relational, and relevant to your everyday life. His vision is to help people find and fulfill their created purpose in Christ.

DIOCESE OF DALLAS CATHOLIC MASS: (11:00am-12:00pm Sunday)

Mass is offered each Sunday.

INSPIRATION MINISTRIES: CAMP MEETING (2:00am-4:00am Friday and Saturday.)

Their mission is to impact people for Christ world-wide through media, and to shine the light of the gospel to every continent, to every major language group and through every form of technology.

In the 3rd Quarter, KDFI Channel 27 aired a total of 209 hours of religious programming, averaging 16 hours a week.

These procedures for broadcasting educational and informational programming along with informing the public of warnings and other emergency information help us respond to our community and serve them as responsible broadcasters.

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